

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM522312

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hendrikus Jacobus Marinus de Vries		04/10/2019	INDIVIDUAL: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Leidseplein Beheer B.V.		
Street Address:	Kabelweg 86		
City:	1014 BC Amsterdam		
State/Country:	NETHERLANDS		
Entity Type:	Limited Liability Company: NETHERLANDS		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4651859	THE BULLDOG	
Registration Number:	4702516		
Registration Number:	5045701	THE ORIGINAL AMSTERDAM	
Serial Number:	87399501	BLLDG	
Registration Number:	5572992	THE AMSTERDAM BLLDG	
Registration Number:	5517902		
Registration Number:	3211987	THE BULLDOG ENERGY-DRINK	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	949-790-0404		
Email:	efiling@knobbe.com		
Correspondent Name:	Stacey Halpern		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	NLOS3.014GEN		
DOMESTIC REPRESENTATIVE			
Name:	Stacey Halpern		

OP \$190.00 4651859

Address Line 1: 2040 Main Street, 14th Floor	
Address Line 4: Irvine, CALIFORNIA 92614	
NAME OF SUBMITTER:	Stacey Halpern
SIGNATURE:	/Stacey R. Halpern/
DATE SIGNED:	05/06/2019
Total Attachments: 4 source=assign#page1.tif source=assign#page2.tif source=assign#page3.tif source=assign#page4.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 1ST day of January, 2019, by and between Hendrikus Jacobus Marinus de Vries ("De Vries"), an individual having a residence at Oudezijds Voorburgwal 90, 1012 GG Amsterdam, the Netherlands and Leidseplein Beheer B.V. ("Leidseplein Beheer") a Netherlands limited liability company having a place of business at Kabelweg 86, 1014 BC Amsterdam, the Netherlands (collectively, hereinafter referred to as "ASSIGNORS"), and The Bulldog Trademark B.V., a Netherlands limited liability company having a place of business at Kabelweg 86, 1014 BC Amsterdam, the Netherlands (hereinafter referred to as "ASSIGNEE").

WHEREAS, De Vries ultimately owns Leidseplein Beheer, as Leidseplein Beheer owns by Stichting Administratiekantoor Leidseplein, which is owned by De Vries;

WHEREAS, due to De Vries' ownership of Stichting Administratiekantoor Leidseplein and Stichting Administratiekantoor Leidseplein's ownership of Leidseplein Beheer, De Vries is aware of the use of the THE BULLDOG Marks (as defined below) by Leidseplein Beheer;

WHEREAS, De Vries has been involved in the use of the THE BULLDOG Marks, authorized such usage by Leidseplein Beheer and been involved in and/or aware of the quality controlled of such usage and the goods and/or services provided in connection with the THE BULLDOG Marks;

WHEREAS, at all times, ASSIGNORS and/or ASSIGNEE have been actively involved in the selection, plans to use, and use of the THE BULLDOG Marks, and the know-how associated with the products and services which are being offer or will be provided in connection with the BULLDOG Marks, as well as the business associated with the BULLDOG Marks;

WHEREAS, ASSIGNORS has adopted, used, is using, and is, to the best of his knowledge and belief, the owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks");

WHEREAS, ASSIGNORS has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNORS is the owner of the federal trademark registrations and application relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Registrations and Application");

WHEREAS, ASSIGNEE is ultimately owned by De Vries'


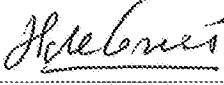
WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademarks and Registrations and Application and any other registered or unregistered trademarks owned or used by ASSIGNORS or any of its licensees; and

WHEREAS, ASSIGNORS are willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNORS may possess in and to the Trademarks, Registrations and Application and any other registered or unregistered trademarks owned or used by ASSIGNORS or any of its licensees.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNORS may possess in and to the following:

- (1) the Trademarks set forth in Schedule A;
- (2) the Registrations and Application set forth in Schedule B; and
- (3) any other registered or unregistered trademarks owned or used by ASSIGNORS or any of its licensees;

together with the goodwill symbolized by said Trademarks, Registrations and Application, and other registered or unregistered trademarks owned or used by ASSIGNORS or any of its licensees concurrent with the transfer of certain tangible assets as indicia of said goodwill.

H.J.M de Vries	Leidseplein Beheer B.V.
Signature: 	Signature: 
	Signed by: H.J.M. de Vries
	Capacity: Ultimate Owner/Authorized Representative
Date: April 10, 2019	Date: April 10, 2019

The Bulldog Trademark B.V.
Signature: 
Signed by: H.J.M. de Vries
Capacity: Ultimate Owner/Authorized Representative
Date: April 10, 2019

SCHEDULES TO TRADEMARK ASSIGNMENT

SCHEDULE A

Marks:



THE BULLDOG




THE AMSTERDAM BLLDG



BLLDG

SCHEDULE B

Federal Trademark Registrations:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>INTL. CLASS</u>
	2992648	September 6, 2005	42
THE BULLDOG	4651859	December 9, 2014	35
	4702516	March 17, 2015	35
	5045701	September 20, 2016	5, 31, 34, 35, 43



3194611

January 2, 2007

34

THE AMSTERDAM BLLDG

5572992

October 2, 2018

5, 25, 31, 34, 35,
41, 43



5517902

July 17, 2018

34



3211987

February 27, 2007

32

Federal Trademark Application:

MARK
BLLDG

APPL. NO.
87/399501

FILING DATE
January 16, 2018

INTL. CLASS
5, 25, 31, 34, 35,
41, 43

29715367